

Chloé

CHLOÉ ACHIEVES B CORP CERTIFICATION

Paris, 18th of October 2021

By becoming B Corp certified, Chloé reinforces its ongoing commitment to environmental and social actions. Rather than a final goal, this certification marks a new stage in our transformation towards a purpose-driven model, reinventing how we do business.

B Corp is one of the most demanding certifications that evaluates brands' social and environmental impact, with over 300 questions about governance, workers, communities and impact on the environment, created by B Lab.*

B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it and commits them to a continuous improvement process.

We are proud to be joining this community of leaders, driving a global movement of people using business as a force for good and transforming the global economy to benefit all people, communities and the planet.

Chloé's collective journey towards a purpose-driven model began in June 2020 with the involvement of our global teams and aligns with our mission, Women Forward. For a Fairer Future. As part of our transformation, here are some examples of the concrete

actions that were implemented in the last 18 months:

- Incorporating our mission, Women Forward. For a Fairer Future, into our corporate status.
- Creating a Sustainability board including external experts, Amanda Nguyen and Elisabeth Laville.
- Developing a roadmap with concrete and measurable goals that are reviewed and approved by the Sustainability board, in line with our commitment of transparency and accountability.
- Accelerating our transition towards the use of lower impact materials: 58% on the SS22 collection.
- Increasing our partnership with Fair Trade-certified social enterprises (Made51, Mifuko, Manos del Uruguay, Akanjo among others).
- Introducing annual Sustainability objectives for all Chloé employees in order to accelerate our purpose-driven transformation and foster commitment across all activities and levels.
- Launching a volunteering program that encourages our employees worldwide to spend one day a year volunteering with local NGOs.



“It is our strong belief that we need to take full accountability for the impact we have on people and planet, injecting purpose across everything we do, transforming how we do business and actively participating to build a better world. B Corp offers us a powerful framework to accelerate and guide this transformation. We are proud of this achievement and I am thankful to the many people in our company that worked hard to make it possible during more than 18 months. By becoming B Corp today, we reinforce our commitment to continuously challenging ourselves to use our brand and our business as a force for good” said CEO, Riccardo Bellini.

Being the first luxury Maison to achieve B Corp certification, we aim to inspire other organisations in the fashion industry to join the movement.

***B Lab is a nonprofit network that envisions a global economy that uses business as a force for good. This economy is comprised of a new type of corporation– the B Corporation–which is purpose-driven and creates benefit for all stakeholders, not just shareholders.**

ABOUT B CORP

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

We began in 2006 with the idea that a different kind of economy was not only possible, it was necessary—and that business could lead the way towards a new, stakeholder-driven model. We became known for certifying B Corporations, which are companies that meet the highest standards of social and environmental performance, accountability, and transparency.

But we do much more than that. We're building the B Corp movement to change our economic system—and to do so, we must change the rules of the game. B Lab standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp community towards collective action to address society's most critical challenges. By harnessing the power of business, B Lab positively impacts 150

industries in 74 countries, helping them balance profit with purpose.

Together, we are shifting our economic system from profiting only the few to benefiting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence. We won't stop until all business is a force for good. B Corp Certification doesn't just evaluate a product or service; it assesses the overall positive impact of the company that stands behind it.

Certified B Corporations achieve a minimum verified score on the B Impact Assessment—a rigorous assessment of a company's impact on its workers, customers, community, and environment—and make their B Impact Report transparent on bcorporation.net. Certified B Corporations also amend their legal governing documents to require their board of directors to balance profit and purpose.

The combination of third-party validation, public transparency, and legal accountability help Certified B Corps build trust and value. B Corp Certification is administered by the non-profit B Lab.